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| **Clarification Requested** | **FLUID BRANDING RESPONSE** |
| The published contract notice declared a budget of £120K - £160K, is this considered for implementation costs excluding 3rd party costs such as Magento Licence Fees, and excluding ongoing costs such as Support & Maintenance?  | The published cost of £120-160k is a guideline which we would not anticipates covering Magento licence fees, or support and maintenance beyond year 1. |
| Would you welcome an additional proposal type document allowing suppliers to provide greater detail or should we only respond within the constraints of Annex 1? | We would welcome additional documention to allow further details or clarification on your proposal, but cannot enter into discussion outside the rules laid out in section 9 of the ITT. |
| Could you provide traffic and transaction volume information please? or ideally analytics access. | We currently attract approximately 40k users per month to the website. As we do not currently transact online these figures are not available. |
| Can you confirm if you have received a Magento 2 demo and reviewed the functionality provided by the Magento B2B Module?  | We have reviewed both Magento Open Source and Commerce versions, including the B2B functionality. |
| When selecting a platform edition we like to run our clients through a platform analysis of open source (previously community edition) vs commerce (previously enterprise edition) so we can weigh up the licence cost vs the cost to build the additional associated functionality in order to make sure you are getting the best value for money over the platform duration. Have you already already compared the versions and received and enquired as to licence costs, or would you be able to provide online turnover information so we may do so on your behalf? | See above response. Online turnover figures are not available, however you may provide compasrisons for £2m and £5m. |
| The brief mentioned using 'Deity' as the framework for the ecommerce website however it also alludes to making future upgrades as easy as possible. With the release of Magento 2.3 schedule for October Magento will be providing access to a PWA toolkit for building headless Magento applications. We feel this would be a better solution for you as 1) Deity is not available for public download and 2) This technology will be developed by Magento so has greater interoperability further down the line. Based on the above information can you confirm you would still like to use Deity or are you open to exploring additional headless options? | We would be open to exploring other headless technologies, however you must provide commercial experience in developing and implementing Magento 2 websites using such technologies. |
| How do customers supply the art work? Is there any restrictions on file size or type?  | Customers should be able to upload artwork at point of order, or provide 'offline' after order either via email or upload facility. |
| Key account businesses are said to have a 'dedicated website to manage their merchandise' can you provide a list of how many websites are required to be developed in total? | The dedicated merchandise stores are currently developed using a template, allowing front end design to be partially tailored from one client to another, while leaving core functionality the same across each of the sites, with configuration options to suit the customer requirements. We run approximately 20 of these websites, in addition to our core Magento site. |
| Can you confirm what the branding options should be for a 'white label' storefront will this be a simple style change of UI elements like text colours, button colours and logo or will this be a custom design for each? | This should largely be style changes to the user interface, with configuration options to allow various features to be enabled or disabled. |
| Can you confirm Olark will still be the Live Chat provider or are you happy to look at alternative Live Chat platforms? | We are open to looking at alternative chat platforms. |
| Can you confirm how many SKUs the website has which require migration (not including end of life products) | Please base your proposal on 20k SKU's. |
| Would you be able to provide temporary read only access to the existing Magento website so we can review the current website / storefront architecture? | This will not be available as part of the tender process. |
| Can you confirm how long artwork should be retained on the server after the product has shipped as this will impact server storage? | Artwork should be retained indefinitely, but possibly archived after 2 years. |
| Can you confirm how translations should be handled? Are associated CSV files for translation acceptable or is any other translation partners to manage the translation service be acceptable for you. | We are open to either method for translation. Costs for translation should be considered additional to this proposal. |
| For territories such as the US and Netherlands can you confirm if any additional payment gateways will be required? | It is unclear whether additional payment gateways will be required, we would welcome costed options within your proposal. |
| Do you require integration with an associated Tax Service such as Avalara or Vertex to manage territory sales tax? | Please provide costed details of this within your proposal if you have it available. |
| If I am an owner of a whitelabel store should I provided with administration access to manage product information and reporting? | Yes, product and user managament should be available to you, along with management reporting. |
| Can you confirm how many warehouses exist at the moment and how this is managed in the current magento instance? | Multi warehouse functionality is not currently catered for, but should be included within your proposal. |
| A number of Product Information Management Systems iare available but to ensure the right one is selected, can you let us know what the drawbacks of the current eMagic One platform are? | There are various frustrations with our current methods for handling product data, with the process being too manual andtime consuming. Your proposed PIM solution will need to be flexible enough to cover frequent analysis and updates to product, automated import or updates of product using CSV or XML product feeds, and able to be tailored to our requirments during discovery phase of the project. |
| Can you provide access to the documentation for the Fluid Branding API and can you confirm if this API is complete or is it being developed at present? | The Fluid Branding API is partially complete and will be finalised along with documenttion as part of this project. No documentation is currently available. |
| Can you confirm which of the following data components require migration: Products, Customers, Order Histories, CMS Content can you also provide data volumes for each component.  | Customers, Order History and Product data will all require migration. CMS content will also require migration, with new content provided alongside this project. Data volumes are not available. |
| Can you confirm the Integra ERP version which you are using and send across any associated integration documentation you have.  | Integra is an internal proprietary system. No documentation is currently available. |
| Can you confirm the Sugarcrm version which you are running and send across any associated integration documentation you have. | SugarCRM has now been fully integrated within Integra and no longer sits as a standalone system. Access will be via the API link through Integra. |
| During review of your existing website we noticed the following demo store has already been created on Magento 2 (http://staging.fluidbranding.com) can you confirm what this store is being used for? | This has been used for research and review purposes. |
| Do you have a desired go live date in mind? | No specific go live date has been set. |
| Is this project dependent on other system development projects? (Please list name of project, and associated delivery date / if known) | This project is not dependent on other development projects, however will require input from our internal systems department regarding completion of the Integra API etc. |
| Are other projects dependent on this project? (Please list name of project and associated start date / if known) | No other projects are specifically dependent on this project. |
| Is a collaborative design acceptable to you | This general approach would fit with our requirements, however it is not possible to confirm without knowing the details of customisation available, for example artwork handling in the checkout process.This should form part of any response |
| During our research we discovered an existing demo site at: https://staging.fluidbranding.com/Could you clarify the relation to this project and if there are any learning to be gained? Was it created in-house or by an external agency? | This website was created internally while researching the Magento 2 platform. |